

THE

# QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS

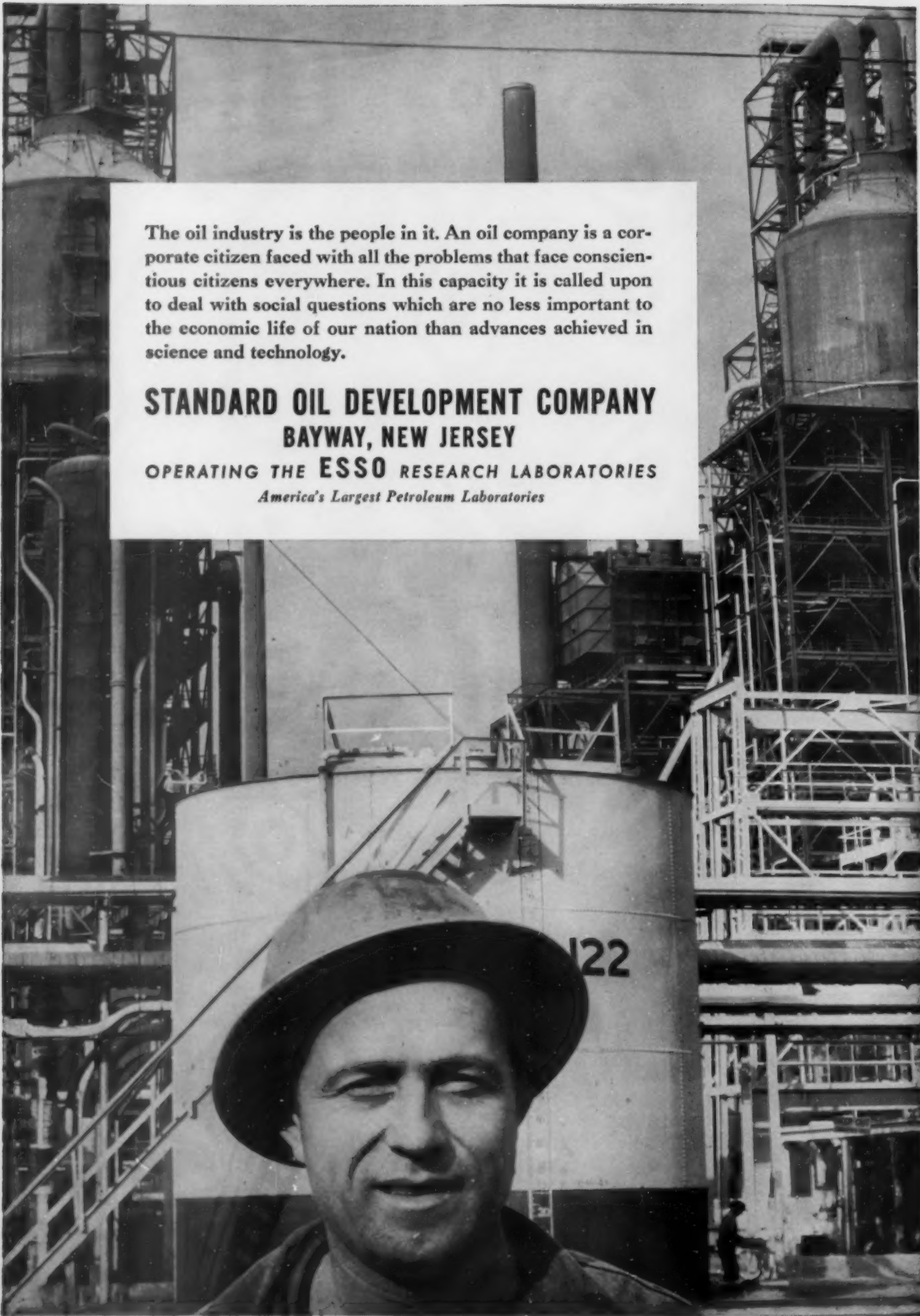


35 Cents

REMEMBER JOURNALISM SCHOOL DEAD

Gene Schroeder (left), president of the University of Washington chapter of Sigma Delta Chi, presents a statue, honoring five former journalism students killed in the war, to H. P. Everest, director of the school. See Page 6.

July, 1947



The oil industry is the people in it. An oil company is a corporate citizen faced with all the problems that face conscientious citizens everywhere. In this capacity it is called upon to deal with social questions which are no less important to the economic life of our nation than advances achieved in science and technology.

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# THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXV

Founded 1912

No. 7

## Ten Awards for Distinguished Journalism

**A**WARDS for distinguished service in ten branches of newspaper and radio news work during 1946 were announced by Sigma Delta Chi at the end of June. Bronze medallions and certificates will be presented to eleven individual newspaper and radio men and teachers and to one newspaper.

The judges made their decisions on by far the largest number of entries in the twelve years during which the fraternity has made annual awards. The winning entries are distributed from Massachusetts to California. They represent, in the opinion of the editor of *THE QUILL*, both an exceptionally diverse and original, as well as highly meritorious, group of journalistic performances.

The ten awards, the top winner in each and the reason for the award are as follows:

**GENERAL REPORTING:** John M. McCullough, *Philadelphia Enquirer*; for articles "before, during and after" the Bikini atomic bomb tests.

**FOREIGN CORRESPONDENCE:** Charles Gratke, *Christian Science Monitor*; for "discerning articles on Germany, published in April and May of 1946."

**WASHINGTON CORRESPONDENCE:** Wallace R. Duell, *Chicago Daily News*; for articles on "How the United States Fed the World" and on Russian plans in the Near East. The former piece was characterized as "not only comprehensive but splendidly organized and written."

**EDITORIAL WRITING:** John W. Hillman, *Indianapolis News*; for editorials which "exhibited brevity, directness, freedom of technicalities or vocabulary

exhibitionism."

**RADIO REPORTING:** Allen Stout, Station WROL, Knoxville, Tenn.; for "on the spot broadcast from the scene of the rioting between war veterans and politicians in Athens, Tenn."

**RADIO WRITING:** Harry M. Cochran, Station WSTV, Steubenville, Ohio; for "public service to rid the community of vice and gambling. . . Well documented broadcasts."

**EDITORIAL CARTOONING:** Dorman H. Smith, *NEA Service*; for his cartoon, "Inflation," as well as his fine work throughout the year.

**NEWS PICTURE:** Frank Q. Brown, *Los Angeles Times*; for his photograph "Business as Usual," showing a waitress passing a corpse to get to her job.

**COURAGE IN JOURNALISM:** *Kansas City Star* for its exposure of vote fraud in the congressional primary election in Jackson County, Mo., in August of 1946.

**RESEARCH IN JOURNALISM:** Ralph D. Casey, Bruce Smith and Harold D. Lasswell; for book, "Propaganda, Communications and Public Opinion," entered by the University of Minnesota.

(Editor's note: The deadline for copy and art for this issue of *THE QUILL* had passed before the final verdict of the judges was in. As a result, this brief announcement of one of Sigma Delta Chi's outstanding contributions to journalism must suffice for the July number. The customary full account of the basis of the awards and illustrated sketches of the winners will appear in the next issue.)

## A Thought for Classes of 1947

**T**HE journalism graduates of 1947 are now at work in news rooms and other editorial offices. A campus survey, made by *Editor & Publisher*, indicated that practically 100 per cent of this year's classes were hired with sheepskins still in hand.

By far the largest number, 40 per cent, got jobs on daily newspapers. Next, with 15 per cent each, were advertising and a miscellany of radio, magazine and teaching positions. Weekly newspapers, radio and public relations took the rest, in equal proportions.

One wishes some super-statistician could break these figures down further and that some modern Nostradamus could say who would stick where and why. One

wonders, for example, how many of the 40 per cent went to the smaller daily newspapers.

The conviction that the smaller newsroom still offers the best training for a beginner appears to hold with most thoughtful editors. What is really important to the smaller communities is how many youngsters of talent and character stay there to make a career.

The smaller field certainly offers more security and fewer duodenal ulcers. Its editors enjoy an opportunity to exercise truly professional responsibility for the life of their community that only a tough top few attain in a big city. And there is no reason why they cannot be as honest and skilled craftsmen, within the limits of their medium, as the nationally known by-liners.

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# 2 New Honors for The Wall Street Journal

1. 1947 Pulitzer Prize for distinguished editorial writing
2. Commendation for "the most readable front page in the country"



**WILLIAM H. GRIMES**

*Mr. Grimes has served as editor of The Wall Street Journal since 1941. Before that he was The Journal's managing editor (1934-41) and chief of its Washington Bureau (1926-34).*

The 1947 Pulitzer Prize for distinguished editorial writing was awarded to William H. Grimes, editor of The Wall Street Journal. The citation read:

"For distinguished editorial writing during the year, limited to the editorial page, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in what the writer conceives to be the right direction, due account being taken of the whole volume of the writer's editorial work during the year."

## **"The most readable front page in the country"**

Why are some newspapers difficult to understand, while others are easy to understand?

A recent article in *Time Magazine* reported the findings of a "readability expert," Robert P. Gunning, who has helped 30 U. S. dailies stop talking over their readers' heads. He urges them to try the spoken-language level, where radio has operated for years—to avoid words that are too big and sentences that are too long. Speaking of *The Wall Street Journal*, Mr. Gunning says, "It puts out the most readable front page in the country by shunning technical jargon."

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## Capitol Beat

# So You Yearn for Washington

By PAUL R. LEACH

Chief, Washington Bureau,  
Knight Newspapers

**W**ELL, why not! It is one of the best jobs in the newspaper business. But don't ask me how, when or where you can land one. I don't know. All I can do is draw up some specifications. If they change over night it would not be the first time.

There was a day when Washington correspondents were political pundits. They wore beards and lunched with Cabinet members at the New Willard. They hooked their walking sticks over Harvey's bar, conferred with Presidents, and had their managing editors properly intimidated.

They did a powerful piece a couple of times a week on *The Situation*. They concerned themselves with a few bills in Congress, kept up on politics, and had watchful eyes on the White House. Washington was largely concerned with itself. The rest of the country took what happened there in its stride.

**T**HEN the world changed. So did Washington, and newspapers and Washington newspaper people. Journalists and correspondents became reporters.

The *Situation* changed every week instead of every four or eight years. The Capital of the United States became the political, financial, yes, military, center of the Universe.

The turn came with the Kaiser's war. It became commanding when the New Deal with its Brains Trust turned the country upside down. Hitler's war magnified it all over again. Washington has not been the same since.

Our central government became big and bigger. The work we do, the food we eat, the clothes we wear, the kind of lives we live, and whether we have a roof over our heads, all came under the Big Dome. Newspaper readers wanted to know about this, and about the people who were sparkplugging the changed American way.

Instead of being political and legislative pundits, Washington reporters have had to become budget experts. They were expected to be sociologists, economists, psychiatrists, anthropologists, Sherlock Holmeses, and military geniuses.

They had to know something of how international politics works, and what buying all the gold in the world for \$35 an ounce instead of \$20.67 really had to do with the price of little pigs.

**T**HE worst of it was that if they had studied any of those things in school, they had to throw their text books away and start from scratch learning the newly amended laws of science and hu-

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**ON CAPITOL HILL**—Paul R. Leach (left), Washington bureau chief, talks to a home state congressman, Everett M. Dirksen, Illinois Republican, in the shadow of the national capitol's dome.

man behavior. They're still doing that. And so this all meant more of the long-bearded, bulging-browed, savant in the Washington Press Gallery, did it?

Not at all. It called the bright youngsters from the home staffs. It asked for people who could adapt themselves to having the rug pulled out from under tradition. It encouraged those who could write entertainingly about significance, and who never had a bunion or a flat foot. It called for conservative as well as liberal minds.

Specialties had to be developed as Washington bureau staffs doubled, and redoubled. The labor expert with good contacts has become a necessity. The larger offices have people assigned definitely to the Treasury, the Justice Department and the Supreme Court—to agriculture, business and industry. Covering foreign policy and the State Department is a career in itself. The Army and Navy, and the White House have their daily historians.

Except for the beat men for the wire services, few of these specialists stick to one place. They're all over town. They cover their specific executive departments, hearings and debate in Congress, and the White House press conferences. They go wherever their particular story takes them.

If you've been in Washington lately, you know that can lead into darnedest places.

More than ever before intelligent, interested writer-reporters are necessary to Washington staffs, whether they become specialists or not. With their space limitations most newspapers have gone in for short, clear writing. That goes for what the managing editors want from Washington correspondents as well as from their police reporters.

**A**ND speaking of managing editors, they are one of the main reasons why there is never a dull moment in the Washington bureaus. Nearly everything that happens in your home town today has some sort of Washington angle. It has to be pried into and covered. During the depression and war years mayors, governors, lawyers, industrialists, bankers, businessmen from everywhere were constantly coming to Washington for some reason or other.

Maybe it was with rosined gloves for a grab at the gravy train. It might have been an income tax evasion case, to obtain or have settled a war contract, to straighten out rationing and priorities, to talk for or against pending legislation. Or just to get away from home. They still come.

If you have a knotty crime mystery in your town, the city editor wants finger

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**WELCOMED INTO SIGMA DELTA CHI AT MINNEAPOLIS**—Peter Pafiolis (extreme right), president of Sigma Delta Chi at the University of Minnesota, congratulates new professional members. Left to right, seated: B. A. Gimmestad, Dawson Sentinel; Kenneth Crouse, labor editor, St. Paul Pioneer Press & Dispatch; William Hendrickson, St. Paul Dispatch and president, Twin Cities Newspaper Guild; Arthur J. Suel, New Prague Times. Standing: Norman E. Nelson, The Pine Knot of Cloquet, Minn.; George A. Rossman, Grand Rapids Herald-Review; Jay L. Putnam, Granite Falls Tribune; Paul Swensson, assistant managing editor, Minneapolis Star, and Henry Mead, Aitkin Independent Age.

## Chapter Honors War Dead

### U. of Washington Given Statuette

**T**HE memory of five former students of the University of Washington school of journalism who were killed in World War II, was honored late in May when the University chapter of Sigma Delta Chi presented the school of journalism with a statue. Fashioned by a university sculpture student, the 34-inch silver memorial takes the form of a battle-weary G. I.

The plaque on the statue reads: "In solemn salute to these journalism school comrades for whom there shall be no homecoming." The names of the students are: Maurice H. Cohen (Washington '40), Albert Hoffman, Paul C. Shephard (Washington '42), Glen C. Swan and Gordon Proctor.

John M. McClelland Jr., Longview, Wash., Daily News editor and national treasurer of Sigma Delta Chi, was present at the unveiling ceremony and later spoke to a joint banquet-meeting of the university and Seattle professional chapters.

The same evening the university chapter initiated ten new undergraduate and one professional member, Ezra Hazeltine of the South Bend (Wash.) Journal.

The undergraduates were: Willie Katz,

Charles Keim, Harry Patton, Bob Sethre and Danny McDonough, Seattle; Don Walter, Odessa; Peter Bush, Pt. Blakely; James Stuart, Spokane; William Pollock, Bellevue, and Sterling Hegg, Aberdeen.

### Minnesota Newsmen Elected to Fraternity

**T**HIRTY were initiated by Sigma Delta Chi at the University of Minnesota late this Spring, at the biggest turnout for such an event in the history of the chapter.

Ninety undergraduates, alumni and professional members attended the initiation ceremony and banquet. Nine Minnesota newspapermen were inducted to professional membership and 21 undergraduates were initiated.

Paul S. Swensson, assistant managing editor of the Minneapolis Star, told the group attending the banquet that when a managing editor wants to hire a young man he expects him to be truthful and to have imagination and talent.

"And be careful of the first impression you make on a prospective employer," he cautioned. "A little thing like a slip in grammar may indicate that you write with faulty grammar, too."

Patience is a quality a journalist must cultivate, Norman E. Nelson, publisher of the Pine Knot, Cloquet, Minn., said.

"Don't expect to reform your community in a week with a couple of editorials. And don't expect to become editor-in-chief in a month," he advised.

Dr. Ralph D. Casey, director of the Minnesota school of journalism, pointed out that one principal virtue of Sigma Delta Chi is that it is an organization in which the boss and his employee, the big city newsman and the weekly reporter can get together and exchange views and experiences.

Professional members initiated were: Paul S. Swensson, Minneapolis Star; Kenneth Crouse, St. Paul Dispatch and Pioneer Press; William Hendrickson, St. Paul Dispatch and president of the Twin Cities Newspaper Guild; B. A. Gimmestad, Dawson Sentinel; Arthur J. Suel, New Prague Times; Norman E. Nelson, the Pine Knot, Cloquet, Minnesota; George A. Rossman, Grand Rapids Herald-Review; Jay L. Putnam, Granite Falls Tribune; Henry Mead, Aitkin Independent Age.

### Nebraska Initiates Score of Members

**F**IFTEEN undergraduate and five professional members were initiated into the University of Nebraska chapter of Sigma Delta Chi in May, in a ceremony preceding the all-school of journalism spring banquet jointly sponsored by the fraternity and Theta Sigma Phi.

The initiation was the second since the

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# SDX Honors Journalism Graduates

**S**IGMA DELTA CHI last month named more than 200 students of journalism for scholarship and all-round achievement in schools and departments of journalism where the fraternity is now represented by chapters.

Scholarship certificates were given 180 men and women being graduated this year and citations for achievement awarded 37 male graduates selected as outstanding in their departments. The selections were announced by Kenneth R. Marvin, vice-president of the fraternity in charge of undergraduate affairs and head of the Department of Technical Journalism at Iowa State College.

Ninety-three men and 87 women qualified for the distinction by having established scholastic ratings placing them in the upper ten per cent of their graduating classes. All college work for three years is taken into consideration.

The Scholarship Award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the fraternity's policy to encourage broad preparation for entry into the professional fields of journalism.

**F**OLLOWING is a list of the 1947 winners of the award:

**BAYLOR UNIVERSITY** — Louis Lawson Hulme.

**UNIVERSITY OF CALIFORNIA** — Marilyn Lenore Baas, David Kasavan, Kenneth S. Levick, Laura Nadine Palmerston, Jean Anne Sanderson, Katherine Thanas, Maria Luisa Urquiza.

**UNIVERSITY OF COLORADO** — Nathan Blumberg, Carolyn Ann Freeman, Elaine Bush Merritt.

**DRAKE UNIVERSITY** — Marjorie Hetrick.

**EMORY UNIVERSITY** — Thomas P. Few.

**UNIVERSITY OF FLORIDA** — Walter P. Crews.

**UNIVERSITY OF GEORGIA** — Catherine T. Woodman, Frances Cunningham, James J. Sirmans, Jack E. Levy, Melvyn Rifkind, Ruth Estes, Chloe Anne Dixon.

**UNIVERSITY OF ILLINOIS** — Joe R. Patrick, Mary Lou Roberts, Peggy G. O'Neil, Warren P. Lutey, Elaine M. Sell, Donald R. Foxvog, Barbara A. Nicklaus, Harold T. Heidbreder, Robert M. Stelzer.

**UNIVERSITY OF IOWA** — Frances Jean Ellis, Margaret Gene Hill, Joan Holt, Phyllis An Sharer, Winifred Eleanor Shields, James Fagan Becker, Richard Chadwick Brooks, James Louis Doolittle, Dean Howard Mayberry, William Andrew Miller, Robert Ernest Tripp, Robert E. Widmark.

**IOWA STATE COLLEGE** — Vernon Petro.

**UNIVERSITY OF KANSAS** — Dixie Jeanne Gilliland, Charles Robert Roos, R. T. Fay Kingman, Jr., Marcella Jean Stewart, Phyllis Wheeler Hodgkins.

**KANSAS STATE COLLEGE** — Tess Montgomery, Bonnie B. Simmons, Gerald Wexler, Addie Marie Webb.

**LOUISIANA STATE UNIVERSITY** — Margaret Tatum, Barbara Keller, John L. Bluck, Harry Joseph Middleton, Jr.

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**EDITORIAL WRITER REWARDED**—Merrill Gregory (left), associate editor of Wallace's Farmer & Iowa Homestead, hands Paul Ringler, Milwaukee Journal editorial writer, a certificate and a \$500 check for the best editorial of 1946 interpreting the farmer to the city.

**P**AUL RINGLER (Wisconsin Professional '31) recently won the \$500 first prize offered by Wallace's Farmer & Iowa Homestead for the "best editorial of 1946 interpreting the farmer to the city." The editorial appeared in the Milwaukee Journal, for which Paul, a former assistant city editor, is now an editorial writer.

The Journal received a bronze plaque in the competition. Two second prizes of \$250 each went to editorials published in the Minneapolis Tribune and the Indianapolis News.

The competition, which was first held for 1945 and is being repeated for 1947, was open to newspapers of general cir-

culation in cities of 300,000 or more population. Purpose of the awards is to stimulate constructive thinking on the problem of improving farm-city cooperation. The Wallace prizes are among the largest available to working newspaper men.

Ringler's editorial was entitled "The Man Who Feeds Us." Judges in the competition were Henry A. Wallace, Chester Davis, R. M. Evans of the Federal Reserve Board, Dean Henry Kildee of Iowa State College, and Oscar Heline, president, Iowa Grain Dealers Association.

The plaque and check were awarded to the Milwaukee Journal and Ringler at a dinner of the Milwaukee Farmers Club.

**MARQUETTE UNIVERSITY** — Marc F. Griesbach, Warren G. Bovee, Eugene Czerwinski, Mary Ann Conant, Vivian Cook.

**UNIVERSITY OF MICHIGAN** — Walter Murphy, Bernard Lyons, James N. Rhea, Kenesaw Gove.

**MICHIGAN STATE COLLEGE** — Barbara Ann Cavanagh, Patricia K. Delahunte.

**UNIVERSITY OF MINNESOTA** — Roger Berglund, Paul Cunningham, William Galbraith, Daniel Hafrey, Fanny Hoffer, Marjorie Kirschner, Patricia Meyer, Mitchell Neiman, Helen Ann Rose, Geraldine Stoner, Betty Wykoff.

**UNIVERSITY OF MISSOURI** — Imogene Nern Rector, Benjamin Seymour Goldberg, Juliet Schloss Gogel, Arthur David Ferrer, Joseph Newton Bell, Mary Alexa Bowers, Seymour J. Weintraub, Harmon Kallman, Leslie Greenwald Nackman, Bernard Harold Liebes, John Albert de Lorenzi, Helen Ruth Rose, Mary Eliza-

beth Harris, Jean Marie Greenburg, Louise Ann Weith, Emmett Gruner Bedford, Charles Baxter Ridgway, Ruel Norval Wright, Jr., Helen Carolyn Busbee, Lois Dorothy Heisinger, Dave Huntley McIntyre, D. Wayne Rowland, Mary Josepha Abey, Julie Sarah Moscovitz, Frederic S. Papert, Ernestine Maxey, Peggy Ann Leake, Frances Jeanne Mills.

**MONTANA STATE UNIVERSITY** — Thomas Edgar Bogardus, John Anthony Buzzetti, Arnold A. Rivin.

**UNIVERSITY OF NEBRASKA** — Barbara D. Kiechel, Paul R. Stewart, Thomas C. Sorensen.

**UNIVERSITY OF NORTH DAKOTA** — Robert J. Youngblood, Judith F. Ree.

**NORTHWESTERN UNIVERSITY** — Betty Jo Clinton, Emanuel M. Steindler, Mary Danforth, Lester H. Brownlee, Marcia E. Lunde, Barbara Jane Park, Lillian Perlman, Julian Frank.

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# Washington

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prints checked in Washington or the results of an investigation by the FBI. The financial editor wants to know when the Treasury is going to make its next national bank call. The sports editor is indignant because the Navy is slow about discharging the home team's star half back.

The chief editorial writer asks for the lowdown on something you've never heard of before. The foreign editor wants passports, occupation zone entry permits, and visas right now for correspondents heading for tough jobs abroad.

Iowa is more interested in the Department of Agriculture than in the Federal Reserve Board, which does concern Wall Street. What the senators and representatives from California say may not be worth a word in Chicago but Los Angeles eats it up. They're all eager for copy on the President, taxes, labor, and Admiral Byrd's escaped penguins.

It's fun working in Washington. It's like covering City Hall, police, lumber yard fires, love nest murders, hillbilly feuds, the monkey cage at the zoo, and an insane asylum. Only more so. Reporters work harder in Washington than anywhere else—but they keep young doing it.

## SDX Honors

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**OHIO UNIVERSITY**—Richard Rice Campbell, Edward Birkner, Charles D. Burdette, Irwin R. Blacker.

**UNIVERSITY OF OKLAHOMA**—Peggy Ruth Marchant, Charles Paul McKean, Jean Truman Richardson, Eleanor Louise Thompson, Helen Lucille Williams.

**OKLAHOMA A & M COLLEGE**—Ella Barbara Schott, Billy W. Byrd.

**UNIVERSITY OF OREGON**—Leonard F. Bergstrom, Maryan Howard, Jonathan K. Kahananui, Dorothy J. Kienholz, Harold J. Ostergren, Marilyn Sage.

**PENNSYLVANIA STATE COLLEGE**—Frank Davis, Arthur P. Miller, Brigitte Uhlig, Muriel Mullin, Marilyn Jacobson, Thomas Kelley.

**SOUTH DAKOTA STATE COLLEGE**—George Ross Eaton.

**UNIVERSITY OF SOUTHERN CALIFORNIA**—Robert Ellis Brandson, Edward Levis Prizer, Shirley Elaine Barden, Carl Grant Gebhart.

**SOUTHERN METHODIST UNIVERSITY**—Willard Klenk, Alan Talkes Myers, Helen Wilfong.

**SYRACUSE UNIVERSITY**—Francine E. Holland, Lorraine Lowden, J. Malcolm Calman, Robert A. Elfers.

**UNIVERSITY OF TEXAS**—Carl Lantos, Ivan C. Elmer, William Lewis Cowan, Wanda Felice Allen, Tessica Martin, Mary Catherine Reiter, Dorothy Sue Coffman, Floyd Harold Joseph.

**UNIVERSITY OF WASHINGTON**—Kathryn O. Clark, Barbara A. Krohn, Don T. Page, Dorothy Rosenthal, Harold S. Zimmerman.

**WASHINGTON & LEE UNIVERSITY**—Kathryn O. Clark, Barbara A. Krohn, Don T. Page, Dorothy Rosenthal, Harold S. Zimmerman.

**WASHINGTON & LEE UNIVERSITY**—Harrison B. Kinney.

**W**ASHINGTON still has its pundits—most of 'em are columnists or commentators these days—but the Washington correspondent of memory has become a hard-working reporter covering a circus with more rings than any press agent ever dreamed of. Uncle Sam is now the world's Mr. Big and he lives there.

Paul R. Leach ought to know both about Washington and reporting. He first went to Washington in 1934, when the New Deal was making more new and strange eight column banner lines than a full-sized war. He has been a reporter for nearly 40 years.

Paul has covered every assignment from police to presidents and he has filed copy from every state in the Union and Canada. He has reported every presidential convention and campaign from 1920 on.

Born in Indiana like so many newspapermen, Paul joined the staff of the Chicago Daily News in 1910, where in a decade he went from sports to rewrite to political editor. In charge of the Washington office of the Daily News when John S. Knight bought the paper, he became head of the combined and enlarged bureau for the four Knight newspapers.

Paul was elected a professional member of Sigma Delta Chi by the Indiana University chapter and is a leader in the famed Gridiron Club which stages the annual Washington dinner for the nation's notables. And he is still the working reporter who comes into the home city room the night of national elections and pounds out the takes of the eight-column line story on who is winning and why.

**UNIVERSITY OF WISCONSIN**—Betty A. King, Edgar J. Dobrow, Stanley S. Wirt, Marion B. Wilhelm, Earl R. Thayer, Edward C. Peck, Thomas G. Bennett, Gerald Mazur and Virginia E. Jacobs.

**T**HE achievement certificates were awarded on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case was made by a committee composed of student, faculty and professional members of Sigma Delta Chi.

The purpose of the citations, which are not restricted to members of Sigma Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year are:

John E. Carmichael, Baylor University.  
Harvey H. Harris, Butler University.  
Nathan B. Blumberg, University of Colorado.

George Harold Axinn, Cornell University.

Norman Christiansen, Drake University.

John Wiley Rozier, Emory University.

Harry Spitzer, the University of Georgia.

John Underwood Barbour, Grinnell College.

Joe R. Patrick, The University of Illinois.

Paul M. Visser, Iowa State College.

Charles Robert Roos, the University of Kansas.

John E. James, Kansas State College.

Harry Joseph Middleton, Jr., Louisiana State University.

James C. MacDonald, University of Michigan.

William Collingwood Johnston, Michigan State College.

Roger Berglund, University of Minnesota.

Theodore D. Burger, Jr., University of Missouri.

Arnold A. Rivin, Montana State University.

Emanuel M. Steindler, Northwestern University.

Duane E. Lund, University of North Dakota.

Charles D. Burdette, Ohio University.

Robert D. Grooms, The Ohio State University.

Harry S. Culver, University of Oklahoma.

Harold T. Hazelrigg, Jr., Oklahoma A & M College.

Alfred T. Goodwin, University of Oregon.

Harvey H. Sachs, Oregon State College.

Stephen Sinichak, Pennsylvania State College.

James T. Richardson, Purdue University.

Anson A. Yeager, South Dakota State College.

Robert Ellis Brandson, University of Southern California.

William D. Witte, Southern Methodist University.

Robert A. Elfers, Syracuse University.

Bernard Lipskin, Temple University.

Cecil Ray Hodges, University of Texas.

John Joseph Ryan, University of Washington.

Charles Henry Brennan, Jr., Washington and Lee University.

Earl R. Thayer, the University of Wisconsin.

W. F. (Blackie) Sherrod, member of the Fort Worth professional chapter and police reporter for the Press, was presented the monthly \$25 award for the best story appearing in a Scripps-Howard paper in June.

Wedding bells rang June 28 for Miss Camilla Ann Browning, Fort Worth school teacher, and Wayne C. Sellers of the Fort Worth Star-Telegram. Mr. Sellers is a director and one of the organizers of the Fort Worth professional chapter.

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**AUTHOR-PUBLICIST — John Nunes, Colorado Sigma Delta Chi who tells story of newspaper "miracle."**

**A** VETERAN Catholic publisher who knew his production costs from A to Z once made a study of the *Register* operation and called it a newspaper miracle. According to his figures it could not be done. But it has been done. The wide-flung *Register* system has mushroomed in one generation.

It's story is inseparably linked with that of the editor-in-chief, Monsignor Matthew Smith, whose energy, initiative and vision both as a lay and a priest editor have greatly advanced Catholic journalism in America.

The *Register* system of Catholic newspapers, publishing a national edition and serving thirty-two archdioceses and dioceses, extending virtually from Coast to Coast across the United States, is a unique development in American Catholic journalism.

The *Register* has proved that it is possible through the economy of modern methods and centralized production to reach a special group of readers to an extent previously considered impossible.

A number of its editions go into every Catholic home in the diocese. Others serve missionary districts that could not possibly maintain a separate newspaper. In other cases an established Catholic weekly has merged with the system. In these instances, either the older paper failed or was reaching only a fraction of its potential readers.

**T**HE central office in Denver acts as an editing and publishing agent. The printing plant with 20 typesetting machines, and two presses is comparable to that of a modern metropolitan daily. It turns out up to 300 pages a week. On a rush job with a specially picked crew the printers once set up 2,400 column inches of advertisements in two and one-half hours. The engraving department is the most modern in the district, turning out at least 200 photo engravings of all sizes weekly and has made as high as 100 in one day.

It does not establish or interfere with local policy of other editions. The *Register* family is not a newspaper chain in

THE QUILL for July, 1947

## Denver "Miracle" Newspaper Serves 32 Dioceses

By JOHN NUNES

the accepted sense of the word. Each *Register* is owned and controlled by the bishop or archbishop of the district that a given edition serves.

The *Register* editions, including the parent paper—*The Denver Catholic Register*—have a combined circulation of more than 700,000. Circulation has been held down since the beginning of the war because of the newsprint shortage. Bids to establish other editions in fields not now served with a Catholic paper are on file awaiting better conditions.

In 1939 the *Register* set a record for the entire field of American journalism when it printed an Extra of more than 400,000 copies on the election of Pope Pius XII.

The *Denver Catholic Register* and the *Register* are owned by the archdiocese of Denver and incorporated solely for religious, educational and charitable purposes. Earnings have been devoted to extending the work of the church through

**A** PUBLISHER who knew his costs once looked over the *Register* operation of Catholic newspapers and said it couldn't be done. But Monsignor Matthew Smith, who was a crack newspaperman before he was ordained a priest, has done it.

Operating out of Denver, the *Register* publishes a national edition, a local diocesan newspaper, and edits and prints newspapers for 31 other Catholic dioceses clear across the country. The system has a combined weekly circulation of more than 700,000, making it a giant in the religious journalism field.

John Nunes, a University of Colorado Sigma Delta Chi, tells the story of the *Register* (or rather, of the *Registers*) and of Monsignor Smith, an editor with an idea.

John, after eight years of other newspaper work and public relations, joined the *Register* in 1938 and is still there as newsman and Catholic publicist.



**PRIEST-EDITOR—Monsignor Matthew Smith, whose *Register* newspaper system serves 32 Catholic dioceses, as he flew to Rome to cover the creation of a group of Cardinals.**

the development of Catholic journalism. The modern printing plant cost more than a half-million dollars.

The *Denver Catholic Register* has been a powerful influence in championing works of religion, education and social welfare in Colorado, and has seen many of these projects come to a successful accomplishment. The *Register's* national edition has done the same thing on a wider scale.

**O**N October 1, 1913, Matthew Smith began his newspaper career at the age of 18, on the *Tribune* in Altoona, Pa. Here he never spent less than four hours a day at his typewriter, or less than six hours scouting over the city for news. He saw life in a city of 50,000 with the lid off. Then every thing was news, from repairs on the trolley line and meetings of fraternal societies to suicides and murders.

As a boy he had been carefully instructed by his mother and had read deeply and widely. His employers on the *Tribune* recognized his ability and through a rigorous course of required reading and work had groomed him for an editorial position which he obtained at the age of 22.

Because of ill health in the family he moved from Pennsylvania to Colorado, and obtained a job as telegraph editor of the *Pueblo Chieftain*. John Henry Shaw was then the managing editor. It was a great change from the Pennsylvania industrial city to the West.

**T**HE first Catholic paper in Colorado was the *Colorado Catholic*, founded in 1884. It gave way in 1899 to the *Intermountain Catholic* published in Salt Lake City, Utah. Almost 40 years later the Salt Lake paper came back to Denver as a unit of the *Register* system.

The *Colorado Catholic* had been dead only a few months when the *Denver Catholic* appeared for the first time, in 1900.

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**THESE LADIES CRASH THE PARTY**—A "no women" tradition long ago disappeared at the Madison, Wis., gridiron dinner. Drum Majorette Jackie Stafford leads Gertie's Bluejean cornet band around the banquet tables.

**T**HE Gridiron at Wisconsin clicks as an ever-growing tradition.

The twenty-third annual Gridiron given this Spring at the Memorial Union was perhaps the most successful show that has been produced in its history. It bespoke free speech, fun, and a terrific amount of hard work.

Whether the Gridiron means much more than a headache for its producers and a sour note in the minds of some patrons may be a question. Sometimes the show has been uninteresting, dull in spots, but it has captured the interest of hundreds of patrons with its sparkle and unexpectedness.

It has made a steady income for the Wisconsin Sigma Delta Chi chapter, helping to finance a sizable chapter program and establish this activity on a sound economic basis on this campus.

To understand the Gridiron tradition at Madison some factual and interpretive investigation serves to enlighten the outsider.

There is no box office sale of tickets, there is no paid advertising, and the price for a precious ticket isn't very low as compared with other campus dinners. When a Shrine circus opened in Madison this year, one of the circus executives remarked, "Anything may happen. This is opening night."

Every Gridiron is an opening night; there are no repeat performances. The participants in the show are primarily on a voluntary basis; the speaker is usually a member of Sigma Delta Chi and so is willing to come to Wisconsin at a reasonable charge.

**T**O indicate the standing of Gridiron the reactions of a newspaper, a world-known columnist, and a leading Madison business man are here cited.

"An event that has become almost as much a University of Wisconsin institution as Bascom Hall, Lake Mendota, or the color of Cardinal takes place on Monday, March 23—the annual Gridiron banquet sponsored by Sigma Delta Chi, professional journalistic fraternity," the Madison Capital Times stated editorially prior

to the 1942 show.

"At the Gridiron banquet the freest of free speech is traditional, with all bars down and no holds barred. . . .

"But the Gridiron banquet has a very serious side—it is a symbol of freedom of speech and discussion and of good fellowship—things that this nation of ours is fighting for in this war against totalitarianism. No Gridiron banquet would be possible under a Hitler."

One loyal patron, Joseph Rothschild, head of one of Wisconsin's leading department stores, recently told President E. B. Fred of the University, "The Gridiron is probably the best possible tie-up between the business and professional men in the state and the university. It brings town and gown together in a friendly, intellectual manner. It is different from the athletic appeal of varsity teams or special conferences for hog raisers or bankers."

**F**OR years now, Sigma Delta Chis at the University of Wisconsin have made an "off-the-record" dinner with a nationally known speaker an annual event of top importance even in Madison which is both state capital and big college town. Frank Thayer, who has been chapter advisor for ten years, tells how Wisconsin does it, a story that ought to interest all chapters.

The boys at Madison call their party a Gridiron Dinner. Paul Leach, who writes elsewhere in this issue, might challenge that title as an infringement of patent. Paul happens to be a leader in the famed original Gridiron Club whose Washington, D. C., dinners set the pattern for all others. But Washington will probably have to reconcile itself to the old quip that imitation is the sincerest form of flattery for gridiron dinners pop up everywhere.

Frank Thayer is known to all Sigma Delta Chis as a former national vice-president, author of many articles in *The Quill*, and teacher of journalism. He is an authority on press law and won the fraternity's 1945 award for research with his book, "Legal Control of the Press," and his "Instruction Manual" on press law. A graduate of Oberlin College and Wisconsin, he was initiated at Madison in 1916 while taking one of the first two master's degrees awarded there in journalism.

## Fun and Work

# Producing "Gridiron" at Madison

By FRANK THAYER

And after the Gridiron this year, Columnist Robert S. Allen, in an interview published in a local newspaper, paid tribute to the Badger campus version of the national Gridiron dinner, comparing it favorably with that held in Washington, at which the president is honor guest. "And I'm not just kidding," he concluded.

**A**CTIVE chapter members in other institutions might like to know something of the organization, direction, and functioning of the show. What is done at Madison may not be feasible at some institutions, particularly the smaller colleges or those located in small towns.

The Wisconsin Gridiron doesn't have a huge attendance. This year the catering department of the Memorial Union limited the attendance to 400 in Great Hall and 65 for Tripp Commons. Later the limit was raised slightly because of the heavy demand. It was necessary to return checks to invitees who sent their acceptances too late. The banquet was practically a sell-out a week before the dinner.

It may be explained here that almost the entire chapter, the band, and some performers had their dinner in Tripp Commons prior to the main banquet. This year, according to the Auditor of Student Accounts who handles the reservations





**AT GRIDIRON SPEAKERS' TABLE**—Left to right: William T. Evjue, editor of the Madison Capital Times; Robert S. Allen, Washington columnist and speaker; Earl Thayer, chapter president; "Col. Gen. Ivanovitch Patravno" (alias Myron Wagner); Stephens E. Gavin, master of ceremonies, and Don Anderson, Wisconsin State Journal publisher.

and finances, 407 tickets were sold at \$3.50 and 53 at \$1.73. The lower-priced tickets were for members of the chapter; members of the band, and non-member performers were given their dinners.

The Gridiron is handled as a separate event and whatever profits are made are turned over to the chapter when all bills have been paid and admissions checked.

**I**N the organization, the chapter president and the chapter adviser head the Gridiron committee, composed mostly of chapter officers. Preparations are often made a year or more ahead; for instance, Turner Catledge, assistant managing editor of the New York Times, was invited in November, 1941, to be the 1942 Gridiron speaker. It was impossible for him to be present because of an assignment with the Chicago Sun in South America. He accepted the invitation to speak at a future Gridiron, and was the speaker in 1943, the last full-scale show prior to 1947.

In 1944 and 1945, difficulties were such that only symbolic banquets were given with attendance limited to approximately 100. At times there were no active members in school, and the Memorial Union could not provide food and accommodations. The purpose of these symbolic banquets was to keep alive the tradition.

For ten years the present chapter adviser has directed the show with the able assistance of chapter members and one or two alumni. This year the Gridiron executive committee comprised Chapter President Earl Thayer, Vice-President George Dahlin, Secretary John Scholler, Treasurer James J. Sullivan, and the writer, who is chapter adviser.

Warren Jollymore of the Wisconsin State Journal, one of the Badger greats in athletics, was co-director of production. Two aides were named to help in directing the production. With the exception of the chapter president and one performer, no chapter members were served at the banquet. As explained above, the mem-

bers had dinner early so that they would be free to serve in any special capacity.

The plan for the program called for the dinner promptly at 6 p. m. The fun started at once. There were late arrivals, gate-crashers, and a special crew of trick waiters under the supervision of Jollymore.

**I**T is traditional that women are not allowed at Gridiron. But at one time this year there were 21 women in the show. In the first place, there was Gertie's Bluejean Silver Cornet band, with Jackie Stafford as drum majorette. The band paraded up and down the aisles and played during the dinner hour.

As Haresfoot, male student dramatic club, was on the road, this unit could not appear; so it was represented that Hares-

foot would leave a rear-guard to cooperate with Gridiron. It was not reported how this cooperation would be effected.

Building on the plausibility theory, the committee, knowing that many universities are criticised for frivolities, had "Mrs. Horace White of Beloit," representing the "Federated Women's clubs of the state" at the speakers' table.

In the speaking part of the program "Mrs. White" was introduced. She apologized for intruding but explained that she represented the Board of Visitors of the University and the women's clubs. She said that she came to see if life at Wisconsin was as bad as reported. She gave Wisconsin a clean bill of health, and withdrew from the banquet hall to be present at another event. Patrons did not know whether this "beautiful blonde of 40 years" was a member of Haresfoot or the real McCoy. In fact, she was actually a college girl.

There was a known gate crasher, who was later "arrested" by the the campus chief of police. The chapter is profoundly grateful to this officer, Joe Hammersley, for his part in several numbers of the program.

There were two "unknown" co-ed gate crashers who were not unwelcome, for they did their parts well.

But all the women were out of the banquet hall well before the verbal fireworks started and so the Gridiron tradition was not actually broken.

**D**URING the dinner, some prepared interlopers and guests provided entertainment. A few will be mentioned. There was "Papa and Junior," an act exceptionally well executed by a former showman, Carl Heit, as papa and one of the boys Ralph Berens, as junior. The idea was that papa brought junior to the banquet but junior was a wayward son and did all he could to disrupt the serenity of the early part of the program.

[Concluded on Next Page]



Frank Thayer

## "Gridiron"

[Continued from Page 11]

There was a "drunk," Fred Karsten, who created much disturbance and was later thrown out by the campus officer. This lad was a capital actor and Leon Errol could hardly have played a better role. Dave Lippert, approximately 6 feet 3 inches tall, slender, and in full evening dress, sold balloons.

Another actor, Richard Tarnofsky, auctioned off a chicken, which escaped under the tables much to the delight of the patrons. Robert Higgins played the part of a blind man, led by a small pig. Chapter President-elect Tony Ingrassia played an Italian organ grinder and Gerald Mazur, Hawkshaw the detective.

When the dinner was over, Stephen E. Gavin, a local attorney who acted as master of ceremonies, opened the serious part of the program. But there were two aces in the hole, "Mrs. White" still at the speakers' table, and "Col. Gen. Ivanovich Patravno, a Russian attache at Washington," played by Myron Wagner. He would have fooled even the Russians.

Some thought he was the real thing, and after the show, one patron inquired whether it was true that there were 5,000,000 slaves in Russia. Patravno, exquisitely attired by virtue of an out-of-town customer, was well prepared.

Elroy "Crazy Legs" Hirsch, famous Badger football player and a member of the Chicago Rockets, gave a short talk. Others at the speakers' table were Don Anderson, publisher of the *State Journal*, William T. Evjue, editor of the *Capital Times*, Joseph Rothschild, president of the Honorary Gridiron club, and Mr. Allen, the main speaker.

**B**OB ALLEN, an alumnus of Wisconsin and a professional member of the fraternity, ran true to Gridiron tradition. He pulled no punches in his off-the-record speech. For his contribution to the success of the program, he was awarded the traditional "Red Derby," an honor he had won in Gridiron banquets in 1933 and 1940.

Following the Allen speech, an opportunity was given to ask questions. Allen's replies were barbed and salty. If a conservative or liberal were sore, he should have remembered that Allen is Allen and that the lid is off at Gridiron.

In recent years speakers at the Gridirons have included: James R. Young, Pierre Huss, and Robert Nixon of *International News Service*; Paul Mallon, political columnist; Grove Patterson, editor of the *Toledo Blade* and former president of the American Society of Newspaper Editors; Syud Hossain, former editor of the *Bombay Daily Chronicle*; Turner Catledge, former editor of the *Chicago Sun* and now assistant managing editor of the *New York Times*; and Luther Huston, manager of the Washington bureau of the *New York Times*.

To aid the Gridiron the chapter organized a Ladies' Auxiliary five years ago. Its membership is purposely small; only those women in school or the city who have contributed in the successful operation of the social program or aided in the success of Gridiron are considered for membership.

The idea for the auxiliary developed because in promoting Gridiron, the adviser found that during the war it was necessary to ask for clerical help and so frequently



**MILWAUKEE PUBLISHER HONORED**—Harry J. Grant (center), chairman of the board of the Journal Company, receives a scroll of appreciation signed by 617 employee owners of the Journal from Ervin Meier, chairman of the Unitholders Committee. At left, Mr. Grant's daughter, Mrs. Barbara Grant Abert, wife of the Journal business manager, Donald B. Abert, applauds.

**S**TOCK holdings of Milwaukee *Journal* employees in their own newspaper will be increased from the present 40 per cent to a majority, giving them final control, Harry J. Grant, (Wisconsin Professional '41), chairman of the *Journal* board, announced on the recent tenth anniversary of the Journal Employees' Stock Trust Agreement.

Employees in turn presented Mr. Grant and Miss Faye McBeath, niece of the late Lucius W. Nieman, *Journal* founder, with scrolls bearing signatures of all employees. The scrolls expressed the staff's appreciation of the *Journal's* unique arrangement

for employee ownership and pledged their loyalty and cooperation to Mr. Grant.

Mr. Grant said his plan "calls for perpetuity of employee stock control through the establishment of the Trust Agreement."

"This agreement provides that no new holdings of *Journal* stock shall ever be issued outside the employee group, or any employee holdings be withdrawn from the trust," he added.

The 40 per cent of stock already in trust is owned by 617 employees and is valued now at \$3,641,760. At current prices about \$1,000,000 more would be invested in acquiring majority control.

called upon Miss Mabel Bauer, then secretary of the School of Journalism. Miss Bauer and Miss Kitzi Blair astounded Gridiron patrons in 1942 by being the first women ever to get inside the closely guarded gates by claiming they had tickets to the "journalism dinner." This year two women officials of the Memorial Union, who schedule functions at the Union and manage the commissary department, and two wives of veterans, who helped on the invitation mailing list, were made members.

**T**HERE are probably 800 legitimate patrons in the invitation card records. Those who have accepted invitations previously are given priority in the bidding. These records are kept in locked steel files and are periodically revised.

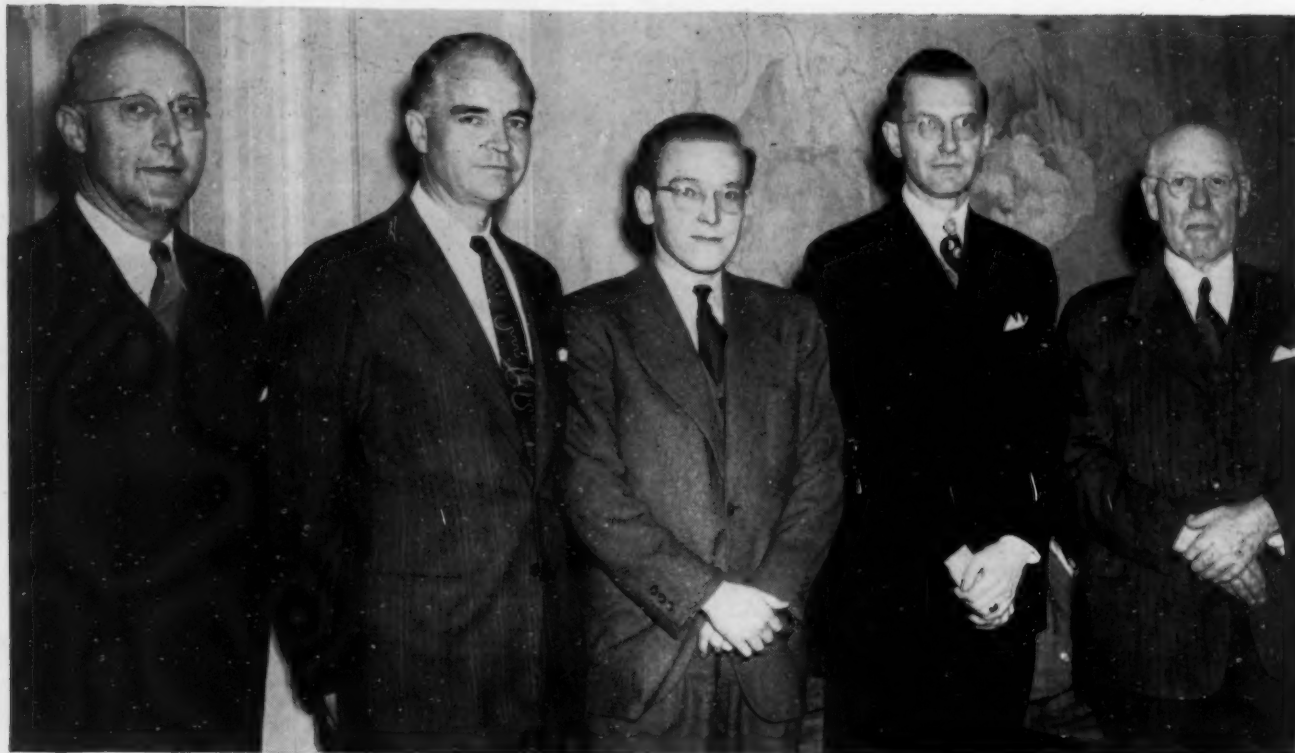
What may be the most significant development for future Gridirons is the Hon-

orary Gridiron Club, composed of alumni or non-members who have contributed some effort toward the success of the show. It is planned this summer to incorporate this organization into the Gridiron Club as a non-profit organization.

The Gridiron is an index of free speech and it is fun. Sometimes the program has been too long and the performers not too well prepared. Skits, wonderful in conception, have fallen flat, but lessons learned in previous years were utilized this year to make a rapidly moving show.

Determined to carry forward the Gridiron, the chapter realizes that future Gridirons must be good. It is hoped that eventually the funds built up may be used to bring speakers to the School of Journalism and to aid in the student-loan program of the University.





**FIVE INITIATED AT LINCOLN**—New professional members of Sigma Delta Chi elected by the University of Nebraska chapter are (left to right) Joe W. Seacrest, co-publisher of the Lincoln State Journal; Walter W. White, publisher of the Lincoln Star; Raymond A. McConnell Jr., editor of the Journal; William H. Hice, instructor in the Nebraska School of Journalism, and W. H. Smith, publisher of the Seward (Neb.) Independent and president of the Nebraska Press Association.

## 20 Initiated by Nebraska

[Concluded from Page 6]

reactivation of the Nebraska chapter last December. At that time seventeen undergraduates were inducted.

New professional members include William H. Hice, instructor in the Nebraska school of journalism; Raymond A. McConnell Jr. and Joe W. Seacrest, editor and co-publisher respectively of the *Nebraska State Journal*; Walter W. White, publisher of the *Lincoln Star*; and William H. Smith, publisher of the *Seward (Neb.) Independent* and president of the Nebraska Press Association.

In the approximately six months since it was revived after wartime suspension, the Nebraska chapter has helped conduct the first postwar state high school press convention and presented a series of awards in journalistic writing to winning convention contest entrants.

It has also sponsored a series of vocational forums on various phases of journalism, particularly community newspapers, with leading newspaper men as discussion leaders.

### Miami Sponsors Campus Journalists

**U**NDER the auspices of the Greater Miami professional chapter of Sigma Delta Chi, men journalism students at the University of Miami have organized the Fourth Estate Club.

The club has already launched the uni-

versity's first humor magazine, *Flotsam* and, with the aid of the professional chapter, joined a campaign to establish a university press. The new undergraduate journalism club also held a party which promises to show a profit of nearly \$500.

Miami University is now making plans for the establishment this Fall of campus training in facsimile newspaper production. The courses will be given in co-operation with the *Miami Herald* which is preparing to go into regular facsimile publication.

The program of instruction will cover both classroom and laboratory work for journalism students, and a "short course" for newspaper editors in facsimile technique, claimed to be the first of its kind.

### San Francisco Clinic

**G**RADUATING seniors were given down-to-earth advice on getting and holding newspaper and other journalistic jobs at a recent clinic held by the San Francisco professional chapter at the Press Club.

The advantages of work on small newspapers as training for beginners and the importance of newspaper work as a background for entry into such specialized fields as public relations and trade and magazine work was emphasized by speakers under the chairmanship of Campbell Watson (Stanford Professional '37) West Coast editor of *Editor & Publisher*.

The session was attended by students from half a dozen California colleges. It closed with a question session directed by Pearce Davies (Washington '27), president of the San Francisco chapter.

### Cornell Makes Plans

**O**FFICERS for 1947-48 were elected, and 16 students initiated into the Cornell chapter of Sigma Delta Chi at the home of Emeritus Prof. Bristow Adams, faculty advisor, in May. Harold Reynolds, Jr., of New York City, editor of the *Cornell Daily Sun*, was re-elected president. Initiates were Richard Koppe, Alfred Schwartz, James Buchner, Paul Grimes, S. Herbert Meller, George Axinn, Donald Babson, Marshall Hawes, Frederick Trump, Jerrold Lamb, Robert Gibbs, Matthew Mirantz, Howard Loomis, Edgar Scholnik, Lawrence Aaronson and Gerhard Loewenberg.

Plans were discussed for sending a large delegation to the national Sigma Delta Chi convention in Washington, D. C., next Fall, and attention given to promotion of journalistic activities on the campus during the coming year.

Harry B. Lyford (Wisconsin '22) has been appointed regional information officer for the Office of Rent Control, covering seven states and operating out of Chicago. Harry was editor of the *Monroe (Wis.) Evening Times*, midwest press chief for the Red Cross and wartime information executive of the Chicago OPA area.

# Register

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True to the spirit of St. Patrick the front page was printed in green ink, but the green soon gave way to red ink, and the last issue of the paper in bound files is dated Nov. 4, 1904.

Thomas J. Casey, veteran publisher of the *Catholic Register* in Kansas City, Mo., in the summer of 1906, started the *Catholic Register* of Denver. The first issue was dated August 11. The title was changed in the second number to the *Denver Catholic Register*. In 1910 control was assumed by the Catholic Publishing Society.

Joseph Newman, popular vaudeville and lyceum entertainer, then became the managing editor, with Fathers William O'Ryan, Hugh L. McMenamin and J. J. Donnelly as associates. All three later became right reverend monsignors. Mr. Newman left his post in 1912 but came back years later to serve on the staff. Father James Walsh edited the *Denver Catholic Register* until Matthew Smith appeared on the scene in 1913.

As editor, he had many handicaps to overcome. The circulation of 2,800 was going into the red. The paper had two old desks and a debt of \$4,000 and a type-writer so broken down that the young editor could not use it. When a new one was requested the owners had a weighty conference to see if the novice was worth the risk. Their hunch must have been right because the circulation began to climb.

**M**ATTHEW stressed local news and put pep into headlines and writing. He did away with dead make up and news handling of early days by introducing principles of modern journalism. But he had his troubles. Denver still had a "wild west" tradition. Daily newspapers were in constant warfare.

But politicians found that they could not buy editorial support from the little editor. One daily editor told the *Register* publishers that either he or Smith would have to leave town because Denver was not big enough for both of them. Smith stayed, and the other editor was fired because of poor news judgment.

The longing for the priesthood came back to Smith. So he studied philosophy and entered St. Thomas Seminary. He was gone from the paper for one year. It began to lose money fast during his absence so he had to come back and run the paper and study for the priesthood at the same time. It took an almost super-human effort. On June 10, 1923, he finally was ordained.

But the new priest was not satisfied with newspaper work alone. He began writing books in 1925 and has five dealing with theological subjects. The *Register*, a companion to the *Denver Catholic Register*, was established in 1924. In 1927 it was expanded to a national edition. It featured Catholic news of national and world interests.

His column "Listening In" is one of the most popular features of the paper. It is comparable in its following to that of nationally known secular columnists.

**T**HE *Register* system as it is today was in reality born of chance. Father, now Monsignor Michael Sullivan of the Diocese of Monterey-Fresno, Calif., suggested that its national news be combined with local news and ads from his diocese. The Central California Edition of the

*Register* started publication in 1929. The economy of centralized production made the plan so successful that other editions came begging for admittance in spite of the depression. In its own right, the *Register* national edition has an extensive circulation.

The *Denver Catholic Register* still is devoted to news of Catholics of Colorado. In the rest of the 32 dioceses served, a separate priest-editor and staff gather local news and ads and send them to Denver. Here the copy is edited. The editorial staff reads galley proof and then page proof as a double check. Speed in news transmission is featured. Most of the copy comes by air mail or air express. Some is telegraphed or given by long distance telephone.

Copy from the National Catholic Welfare Conference News Service comes by teletype directly into the *Register* office. The system also uses a number of smaller services and receives the complete daily wire of the *International News Service*, one of the three major secular press associations. Special correspondence and an extensive exchange round out the incoming news. All is boiled down by re-write men so that all Catholic news of significance gets into the columns.

**F**OR his outstanding work Father Smith in 1933 was made a domestic prelate to the Pope, with the title of right reverend monsignor. Several times he has been received in audience by the present Pope and his predecessor and the *Register* has been given the Vatican's formal approval, on a number of occasions.

A copy is sent every week by air mail to the Vatican and is used regularly for broadcasting from its radio station. The Maryknoll Fathers in China receive it regularly by air mail. As soon as restrictions were lifted in Germany, the Cardinal Archbishop of Berlin requested through a U. S. Army Chaplain that it be sent to him.

Monsignor Smith ascribes a great deal of the paper's success to the constant encouragement of his ecclesiastical superiors: Archbishop Urban J. Vehr and the late Bishop J. Henry Tihen. He also pays tribute to his associates, both priests and laymen. But every one in the know admits there would be no *Register* as it is today without Monsignor Matthew Smith.

So today 32 Archdioceses and Diocese have separate editions of this newspaper as their official organ. They are the archdioceses of Cincinnati, St. Louis, Santa Fe, San Antonio and Denver, and the dioceses of Monterey, Fresno, Sacramento, Grand Island, Great Falls, Helena, Reno, Lincoln, Wheeling, Peoria, Altoona, Amarillo, La-Crosse, Duluth, Nashville, Salt Lake City, Salina, Erie, St. Cloud, Leavenworth, Kansas City, Mo., Tucson, Wichita, Des Moines, Spokane, Pueblo, and Steubenville.

## Syracuse to Set Up Magazine Department

**B**ELIEVED to be the first school of journalism to accord departmental status to magazine study, the School at Syracuse University has announced the establishment of a new magazine practice department beginning with the fall term.

According to Dean M. Lyle Spencer, the present department of editorial practice will be reorganized into two divisions, the magazine practice and newspaper practice departments.

## Two Students Split Minnesota Award

**T**HE annual Composing Stick award, made to the University of Minnesota school of journalism senior who contributed most to the school during the past year, was given to two students this year.

The award, a composing stick holding the names of all past winners set in type, was won by Peter Pafiolis, president of Sigma Delta Chi, and Charles Sweningsen, editor of the *Minnesota Daily*.

The awards were made during the Journalism day banquet—the wind-up event of the annual Journalism day celebration. This year's J-day included a panel discussion of sports by sports editors of Twin City newspapers.

Bernie Swanson, sports editor of the *Minneapolis Star*; George Edmund, executive sports editor of the *St. Paul Pioneer Press and Dispatch*; Dick Cullum, sports editor of the *Minneapolis Times*; and Frank McCormick, University athletic director, conducted the panel.

A gold watch was presented by the Texas Press Association at its annual convention June 21 to Walter R. Humphrey (Colorado '26), retiring president of the association, and editor of the *Fort Worth Press*. Walter is a former president of Sigma Delta Chi and a leader in the Fort Worth chapter.

James L. Ashcraft (Missouri '47), who received his master's degree in journalism at the University of Missouri in June, will return this fall as an instructor. He is taking a course in photo-engraving this summer at the Aurora School of Photo-engraving at Aurora, Mo.

## Official SDX Insignia



Plain  
Badge



Crown Set  
Pearl Badge

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Standard plain .....	\$ 5.00
Crown set pearl .....	16.25
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Crown Pearl, 4 emeralds .....	21.75
Crown set pearl, 4 diamonds .....	34.50

(20 per cent federal and any state tax in addition)

Write for complete insignia price list.

All orders must be placed with  
Sigma Delta Chi Headquarters  
35 East Wacker Drive  
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ATTLEBORO

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## Andrew J. Haire Heads Associated Business Papers

**A**NDREW J. HAIRE (New York Professional '44) was elected president of the Associated Business Papers at the organization's recent convention at the Homestead Hotel, Hot Springs, Va.

Mr. Haire, a former vice-president of the trade paper group, is president of the Haire Publishing Co. of New York, which publishes 11 business papers and magazines.

Burton W. Marvin (Nebraska '35) will join the faculty of the Columbia University graduate school of journalism this Fall as an associate professor. Burt, a graduate of Columbia as well as of the University of Nebraska, taught at Northwestern University's Medill school this year after ten years on the staff of the Chicago *Daily News*. He was telegraph editor of the *Daily News* at the time he left and had been reporter, copyreader and an assistant city editor.

Jerry Thorp (Drake '36), former Chicago *Daily News* war correspondent in the Pacific and rewrite man, has joined Roy S. Durstine Inc., where he is handling public relations for the Tucker Corporation. Jerry was one of the first American correspondents to reach Tokyo (See *QUILL* for September-October, 1945) and covered campaigns in the Philippines and Borneo. Before joining the *Daily News* staff, he was city editor of the Centralia (Ill.) *Sentinel* and tri-state editor of the Evansville (Ind.) *Press*.

Milt Dean Hill (Kansas State '42) is with the *Associated Press* in Washington, D. C. Recent assignments included a swing around the country with Mexico's President Aleman during his visit to the United States.

Lemuel Petersen (Minnesota '43), recently took his divinity degree at Yale University and was ordained as a minister. He is returning to the Middle West as director of public relations for the International Council of Religious Education in Chicago. Lem, who worked on New Haven newspapers and taught journalism in the New Haven Junior College during three years special work at Yale, wrote an article for the July-August, 1946, issue of *The QUILL* on the growing field of church public relations.

Kerry King (Southern Methodist '39) has been named a vice president of Hill and Knowlton, New York public relations and advertising counsel. King, president of the SMU undergraduate chapter during the 1936 national convention at Dallas and again in 1938, has been associated with the New York firm for more than three years. He is the son of the late Oswin K. "Uncle Jake" King, long identified with the *Dallas News* and *Journal*.

After 17 years' work for the *Canadian Press*, J. F. Flaherty (Toronto '25) has taken over the business information letter called "Buchanan's Bulletin" following the death of its founder. It is a sort of Canadian counterpart to Kiplinger. Flaherty also represents the *Halifax Chronicle* in the parliamentary press gallery and

THE QUILL for July, 1947



Andrew J. Haire

acts as Canadian correspondent for *Business Week*.

Philip A. McClosky, former public relations director of McCann-Erickson at Minneapolis, has opened his own public relations and advertising agency in Minneapolis.

Van H. Fris (Pittsburgh '30), has become circulation director of the *Nassau Daily Review-Star*, Hempstead Town,

## Senator, Governor Praise Jewish News

**T**HE *Intermountain Jewish News*, Denver weekly newspaper edited by Robert S. Gamzey (Colorado '32) and published by Max Goldberg, recently purchased the Associated Publishers printing plant in Denver.

The first issue of the *Jewish News* published at its own plant carried a number of congratulatory messages hailing the paper as one of the best English-Jewish weeklies in America.

Senator Ed C. Johnson, extending congratulations on the fourth anniversary to Goldberg and Gamzey, said: "The restraint and good judgment which your staff has exercised in editing and presenting factual news has been most commendable. On the other hand, the crusading spirit permeating its pages for the dignity and rights of Jews everywhere has added zest and appeal to the publication."

Gov. Lee Knous said: "Through your policies the *Jewish News* has become a very potent influence in teaching to the people of the State of Colorado and the city of Denver in particular, the principal of tolerance without which no community or commonwealth can survive."

Long Island. For the past eleven years he has been associated in circulation work with the Macy-Westchester Newspapers. Prior to this he was with the Hearst newspapers for six years on the *Albany Times-Union* and the *Pittsburgh Sun-Telegraph*.

## WORD PAINTER

Every Sunday in **THE DENVER POST** Rocky Mountain Empire Magazine, beneath the full-color Western paintings by Paul Gregg, appears a word painting—an original verse by Gene Lindberg.

It all started back in 1929 when Gene created the first poem—*Pioneer Mother*. Although his first love and responsibility is news writing, he has since created over 850 original verses to accompany the Gregg paintings.

These poems, inspired by



Gregg's artistry in oils, have made Lindberg one of the Rocky Mountain Empire's best loved writers. Touched with nostalgia for the historic West, or filled with the deep and moving philosophy of western folks . . . these verses are a fitting tribute to the pioneer spirit they honor.

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To Make a Great  
Newspaper!**

Editor and Publisher PALMER HOYT

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# THE BOOK BEAT

By DICK FITZPATRICK

**A** MICROSCOPIC examination of the American scene has been made by well known reporters in several recent books.

John Gunther has written a mammoth (979-page) compendium on America called "Inside U. S. A." (Harper and Bros., N. Y., \$5.00). It follows his three other "inside" books on as many continents, and seems destined, like them, to a best seller.

"Inside U. S. A." is a highly readable report on miscellany about the 48 states—history, national figures, local bosses and greats, contradictions and amazing facts.

This vast survey of the United States, which has much to say about politics, is interesting, entertaining and ideal summer reading. Its reference value is enhanced by an exhaustive index.

While Gunther surveys the states, Robert S. Allen, Washington columnist for *North American Newspaper Alliance*, with the aid of 16 newsmen and a professor, gives the inside on city governments in "Our Fair City" (Vanguard Press, N. Y., \$3.50).

The best article in the book is the 13-page introduction by Allen, "the angry man of Washington journalism," and, in these few pages, he's fightin' mad.

Allen says that basically municipal government in the U. S. is "corrupt and content." "While we seek to impose democracy abroad," the Colonel points out, "local government here at home is a reeking shambles of corruption, incompetence, waste, and misrule." Not only political angles, but the other basic problems of cities, like the flight to the suburbs, are covered.

The cities examined are Boston, New York, Philadelphia, Miami, Birmingham, Cleveland, Detroit, Chicago, Milwaukee, Memphis, St. Louis, Kansas City, Denver, Butte, San Francisco, and Los Angeles.

"Our Fair City" is one of the season's most informative books. It is both enjoyable reading and terrifying.

**A**ND a great deterioration is seen in the national political life of the U. S. by Tris Coffin, Washington commentator for ABC, in "Missouri Compromise" (Little, Brown and Co., Boston, \$3.00).

Coffin, an ex-OWI employee and more recently a CBS Washington staffer, is a liberal, and his book follows their approach to the current scene. He feels that the Truman administration has sold the ideals of F. D. R. down the river. He likens the Missouri appointees of Truman to the old Ohio gang of Harding's administration. There is much interesting information in this 315-page book.

Coffin has a wonderful style and concentrates in his reporting on the little things—how Senator Taft followed the President's first message to the 80th Congress closely and underlined paragraphs with a big yellow pencil.

Another Washington reporter, Wesley McCune of *Kiplinger's Magazine*, reviews the Supreme Court during the last ten years in "The Nine Young Men" (Harper and Bros., N. Y., \$3.50). It was ten years ago that President Roosevelt's plan to pack the High Court was launched by the

publication of a book by Drew Pearson and Robert S. Allen entitled, "The Nine Old Men."

McCune, a former Washington correspondent for both *Time* and *Newsweek*, reviews the court-packing program, tells about the newspaper attack against the nomination of Hugo Black, about Frankfurter's switch from liberalism to conservatism. He shows that the Court is made of human beings with strong individual opinions.

Nonetheless, the reader gets the idea that McCune believes the Court is vitally important today in keeping freedom predominant in America. This 275-page book is recommended especially for journalism students. It will give them an insight into the workings of a major American institution. It is also evident that many editorial writers could read this book with profit.

Another phase of life is examined in "American Thought 1947" (Gresham Press, Inc., N. Y., \$3.75). This 502-page book carries an introduction by Philip Wiley and 39 articles by as many authors on everything from aeronautics to the theater, from literary criticism to military science.

## Pictorial World

**T**OWNSEND GODSEY has packed an enormous amount of good advice and accurate information into a 246-page book entitled "Free Lance Photography" (Duell, Sloan and Pearce, N. Y., \$4.00). The book is enhanced by a large number of superb photos.

Godsey tells about the opportunities in the field both full time and part time and as an adjunct to some related field. He discusses equipment and subjects, and then tells how to do it. Next he explains developing and printing, followed by a how to chapter on writing cut lines. Then come chapters on markets, copyrights and what editors want. Godsey has an excellent chapter on photography and public relations.

Journalism students should read this book and keep it for reference. It might give them ideas for new opportunities and it surely will tell them what they, as future newspapermen, should know about Photography. The amateur photographer can also learn things from it.

More specific instructions and advice on news pictures is contained in the 31 articles found in "News Photography Short Course Digest 1947" (Kent State University, Kent, Ohio, \$2.00). Each article is by a top person in the picture field. The range is from the effects of a picture on a day's circulation to color in the newspaper to getting an unwilling subject to pose. This is a recommended reference work.

A study of the out-of-this-world shots is "Weegee's People" (Duell, Sloan and Pearce, N. Y., \$4.00). Many will get a new idea of the picture material in people by looking at this book by ex PM photographer Weegee.

Another phase of the pictorial world is covered by Jean Benoit-Levy, film chief for UN, in "The Art of the Motion Pic-

ture" (Coward-McCann, Inc., N. Y., \$3.50).

Half of the 263-page book deals with documentary films and the rest with entertainment films. With the importance of visual media increasing daily, a careful study of this book—particularly the first half—is strongly recommended. Many persons educated in journalism may find the field of documentary films a challenging one. It is a rapidly expanding field and needs new talent.

Another field which will be calling new talent is television. One of the best books on the subject (published in 1945) is Richard Hubbell's "Television Programming and Production" (Murray Hill Books, N. Y., \$3.00).

Profusely illustrated, the book discusses the nature of television and its relation to the theater, motion pictures and radio. This 210-page book covers equipment and then the theory and technique of television, which is very informative and understandable. The book is well worth reading as an introduction to a growing field.

## Reference and Relaxation

**T**HE most useable quarter book in the world today is the new Merriam-Webster Pocket Dictionary, published by Pocketbooks. The 506 page dictionary contains 2,500 vocabulary entries. This is the first pocket size dictionary published in the U. S. that gives enough of a definition to make the word understandable. Other pocket dictionaries including the original one issued by this firm give a few synonyms and seldom define a word with other than an inadequate phrase. Now, at last, students will have no excuse for not having a good dictionary.

For those who like to read the greats, the publication of "Introduction to Aristotle" (Modern Library, N. Y., \$1.25) is good news. Edited by Richard McKeon of the University of Chicago, the book contains the old master's "Posterior Analytics," "On the Soul," "Ethics and Poetics," complete with sections from "Physics, Metaphysics and Politics." If you have never read Aristotle, get his book and read the "Ethics" and you'll probably think that alone is worth \$1.25.

If you want a handy low priced book on chess, get "The American Chess Player's Handbook" (John C. Winston Co., Philadelphia, \$1.00).

Dr. John E. Drewry has made another contribution to journalistic literature by getting together "More Post Biographies" (University of Georgia Press, Athens, Ga., \$3.50). In this 392 page book, the editor presents articles from the *Satevepost* on Hugh Baillie, the late Ray Clapper, John S. Knight, Arthur Krock, Eugene Meyer, Drew Pearson, and others. The book also contains articles on the *Christian Science Monitor*, the *Philadelphia Bulletin* and the *Encyclopedia Britannica*. Women journalists, newsreels, and sports writing are also subjects of articles reprinted in this book.

Harry Lambeth (Illinois '40) writes the editor that he enjoyed posting a recent *QUILL* editorial "A Copyreader Should Know Everything," on the city room bulletin board of the Honolulu *Star-Bulletin*. Harry, a former Chicago reporter for the *City News Bureau*, has been covering territorial offices and the senate in Honolulu for the *Star-Bulletin*. He has written several articles for *The QUILL* and freelanced for other magazines and newspapers.

THE QUILL for July, 1947



# A MESSAGE

*... for those who recognize the importance of The Quill to the Journalism Profession*

The QUILL is a monthly professional journal, owned by Sigma Delta Chi and published to serve the entire journalism profession as well as the fraternity's 14,500 members.

The QUILL is not operated for private gain. All revenues are used to improve the magazine in order to serve journalism better.

Not only does The QUILL serve journalism, but it offers advertisers a select medium and an opportunity to sell their products and services, to create goodwill and prestige for their organizations and to acquaint the molders of public opinion with their problems.

The QUILL and its advertisers serve each other, both helping to maintain and improve a free society and a free and responsible press.

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# Capital Comment

By DICK FITZPATRICK

**W**ASHINGTON—A new managing editor in town has helped increase the membership roster of the Washington chapter of Sigma Delta Chi.

James Russell Wiggins (Minnesota Professional '39) has taken over as managing editor of the *Washington Post*, owned by Eugene Meyer (Washington & Lee Professional '34).

Wiggins was a reporter on the *Rock County Star* in Luverne, Minn., from 1922 to 1925. He was editor and publisher of the same paper until 1930 when he became an editorial writer on the *St. Paul Dispatch-Pioneer Press*. In 1933, he was named Washington correspondent for that paper. He became managing editor in 1938, a post he held until he was named editor in 1945. He served in the armed forces for three years as a combat air intelligence officer.

Wiggins left the *Dispatch-Pioneer Press* in April, 1946, to become assistant to the publisher of the *New York Times*. He was with the *Times* until he took over his new duties at the *Post*. Wiggins is a member of the Gridiron Club here. While editor of the *St. Paul paper*, Wiggins put out one of the most complete and snappy style books of any paper in the country.

Another returnee to the Washington scene is Sam C. Brightman (Missouri '33) who recently took over as assistant director of publicity for the Democratic National Committee. Brightman received an A. B. from Washington University in St. Louis which was followed by a B. J. at the University of Missouri. He served both as a reporter and a desk man on the *St. Louis Star-Times* and the *Cincinnati Post* and then joined the *Louisville Courier Journal* as a copy reader.

He later became Washington correspondent and held that post until joining the army. Brightman was a press relations officer with General Bradley throughout the European campaign. After leaving the service, he was a deputy administrator of the Surplus Property Administration and later was special assistant to the housing expeditor. He left government service last December to rejoin the staff of the *Courier Journal*.

**A**NOTHER member of the fraternity, recently located by the chapter, is Alfred Wall (Colorado '25) who is now foreign news editor with the Washington Bureau of the *Associated Press*. After graduating from the University of Colorado in 1927, Wall joined the reportorial staff of the *Rocky Mountain News* in Denver. While in school, he had been a campus correspondent for that paper and during summer vacations was a string correspondent for AP. He joined the AP bureau in Denver and stayed there for six years and later was AP correspondent in Cheyenne, Oklahoma City and Tulsa.



**CITED FOR DISTINGUISHED SERVICE**—Six journalists who were honored during Journalism Week at the University of Missouri. Seated, left to right—William L. Laurence, Joseph Pulitzer and George Yates. Standing—Paul C. Smith, F. M. Flynn and Hal Boyle.

**S**IX awards for distinguished service to journalism were made during the annual Journalism Week at the University of Missouri.

One was to the *San Francisco Chronicle* which was represented by its editor and manager, Paul C. Smith (Stanford Professional '36) who made one of the principal addresses of the week.

Individuals honored were Joseph Pulitzer (National Honorary '25), publisher of the *St. Louis Post-Dispatch*; F. M. Flynn, general manager, *New York Daily News*; Hal Boyle (Indiana Professional '47) *Associated Press* reporter; William L. Lau-

rence (New York Professional '46) *New York Times* science writer, and George Yates, chief photographer, *Des Moines Register & Tribune*.

American journalism must see itself as a weapon to be used on behalf of people throughout the world, Smith told the Journalism Week audience. It shoulders a heavy responsibility for the fate of peoples everywhere, he said, adding that right now, it is not fully discharging that responsibility.

"It is urgent that it find means and methods to do so," he declared.

In the summer of 1939 Wall transferred to the AP's Chicago bureau and when Hitler invaded Poland he joined the AP cable desk in New York. He went to England in 1940 and covered the battle of Britain and all the London bombings. Wall was the first American newspaperman to arrive in Coventry after the famous bombing. He spent six months with the British fleet and returned to the U. S. in the fall of 1943, worked in the foreign department for a year until named feature and cable editor of the AP world staff. He came to Washington to take his present assignment in August, 1945.

A new comer to Washington is Arnold A. Rivin (Montana '47), who is with the Washington Service Bureau of the American Hospital Association, publishers of *Hospitals Magazine*.

A. J. Heuring (Purdue Professional '39), is in his 50th year as editor of the *Pike County Dispatch* which he founded at Winslow, Ind.

## Former SDX Officer Buys Newspaper

**F**REDERIC W. SPEERS (Stanford '28) and H. R. McClintock have bought the Escondido (Calif.) *Daily Times-Advocate* from Percy Evans who developed the daily from two older weeklies 35 years ago. Speers, a former executive councillor of Sigma Delta Chi, will be editor and a co-publisher with McCormick, who is also a Stanford alumnus.

Both men served overseas during the war, Speers as an Air Force major in the Pacific and Japan and McCormick as an artillery officer in Europe. Speers had published the *North Platte (Neb.) Daily Bulletin* before and after the war and had previously been editor of the *Wyoming State Tribune* at Cheyenne and a *Denver Post* staff member.

J. Eugene Conklin (Kansas State '27) is public service director of Station KWKH, Hutchinson, Kas.





## How to make a muscle

Our young friend has growing pains. He yearns to bulge a bicep. Although he doesn't know it, he's quite a man for his age—holds his own on the playground and in the classroom. *And at the dinner table.*

In wealth of food resources, this is a fortunate country.

But using those resources—making the most of them—is where America shows up best. We have good foods because we've learned more about how to grow and process, pack, ship and store them.

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knowledge to feeding babies, growing children, mothers, workers everywhere.

National Dairy has had a large share in the progress of this country in foods, particularly in dairy products like milk, cheese, butter and ice cream. Some of the foods you'll eat today will bear the National Dairy labels shown on this page.

Many of the *new* foods you'll eat tomorrow will bear these labels, too. There is much progress still to be made in feeding America's millions. And National Dairy laboratories are dedicated to this endlessly important job.

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